



The Cutting Edge

July 2018



WMMA @ International Woodworking Fair August 22-25, 2018 Georgia World Congress Center - Atlanta, GA



IWF is the trade show where furniture manufacturing, cabinetry, architectural woodworking, material processing and other related industry professionals from all over the globe will come to find products they didn't even know existed that will help their company succeed.

IWF 2018 Show Hours

WMMA Booth: BC17

Wednesday, August 22 – 8:30am – 5:00pm

Thursday, August 23 – 8:30am – 5:00pm

Friday, August 24 – 8:30am – 5:00pm

Saturday, August 25 – 8:30am – 1:00pm

Tuesday, Aug. 21 3rd Annual Leadership Reception

5:00 – 7:00 p.m.
Georgia World Congress Center

Members of WMMA are cordially invited to celebrate with the wood industry 40 Under 40 Class of 2018, in support of WMMA's 2018 sponsorship of this important leadership recognition program.



Free to the first 100 WMMA members who [click the Reception Registration link](#) and use code **WMMA40COMP!** Your reservation includes appetizers, two drink tickets and networking with 40 honorees, alum and other industry VIPs.

Thursday, Aug. 23rd WMMA Networking Breakfast

7:00 - 8:30 a.m. Meeting room B12 on the 2nd level of Building B of the Georgia World Congress Center

Please plan to join us before the show opens to attendees and learn more about WMMA's valuable programs as well as ways to become more involved in helping your company take advantage of the many programs we have to offer.

[Click here](#) to RSVP today! (log in required as this is a Members' Only event)

Digital IWF Preview
Guide

[Click here to view the full Digital IWF Preview Guide](#)

International Buyer Program (IBP) - Services for U.S. Exhibitors at IWF 2018

**GROW
YOUR
BUSINESS**

What Can The U.S. Commercial Service Do For You?

- Market Intelligence
- Business Matchmaking
- Trade Counseling
- Commercial Diplomacy

Join Us At

**The International Business Center
Building B, Room 401**

Services available for Exhibitors and Attendees of
International Woodworking Fair 2018

Meet with U.S. & Foreign Commercial Service Specialists based in U.S. embassies and consulates around the world. We can connect you with international buyers and distributors.

Visit
www.export.gov/georgia/iwf
to learn more

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

Through the U.S. Commercial Service's network of offices in U.S. Embassies and Consulates worldwide, the International Buyer Program recruits pre-screened foreign buyer delegations and brings them to selected trade shows in the United States, connecting them with U.S. companies.

[Meet with Global Industry Specialists and Pre-Screened International Buyers!](#)

The International Buyer Program is offering two complimentary programs for U.S. exhibitors interested in expanding their markets globally at IWF 2018. Don't miss this exclusive opportunity, brought to you by the U.S. Commercial Service in partnership with IWF! The IBP will offer two programs at IWF:

1. Showtime appointments – B2G appointments for U.S. exhibitors to meet with Commercial Specialists from our Embassies and Consulates around the world.
2. Customized B2B appointments and B2B appointments through our vetted Industry Focused Promotion platform.

For U.S. exhibitors/global opportunities: <http://www.iwfatlanta.com/Exhibitors/InternationalExhibitors>

Below is the link for the International Attendees:

<http://www.iwfatlanta.com/International/InternationalAttendees>

WMMA Congratulates our 2018 Challenger Award Finalists

WMMA congratulates the following 4 WMMA members who have been named finalists:

- Axiom Tool Group - Axiom Stratus Air Cleaner
- Eagle Machinery & Supply, Inc. - EagleEye Talon Vision Saw
- Felder Group USA - Format-4 creator 950
- Stafast Products, Inc. - Brain Automation Cell

Congratulations to the members above for qualifying!

More details can be found [here](#).

Housing Solicitation Warning

Please be aware that Experient is the ONLY official housing provider for IWF. Your room rates and availability for reservations are only guaranteed when you book your room through Experient.

If you are contacted by a travel company other than Experient, please immediately notify Show Management by calling 404-693-8333 or email IWF.EXHIBITOR@experient-inc.com.

Learn more about IWF 2018: <http://www.iwfatlanta.com/>

C.R. Onsrud Honored at White House for American Production



WMMA Members, CEO Tom Onsrud and Jeff Onsrud, director of business development joined President Donald Trump, Vice President Mike Pence, members of the Administration, and White House staff for a Made in America Product Showcase on Monday, July 23, at the South Lawn and State Floor at the White House.

C.R. Onsrud was recognized as a top company producing American Made products.

[Click here to read the full article.](#)

Senator Hassan Discusses Importance of Career and Technical Education Programs to Granite State Businesses at Williams & Hussey Machine Co. in Amherst.



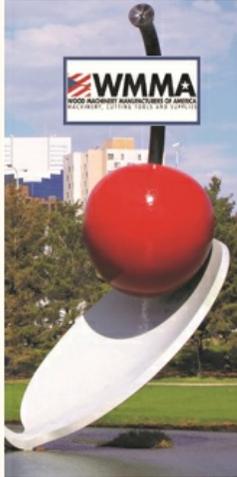
Senator Recently Helped Advance Bipartisan Legislation to Strengthen CTE Programs in New Hampshire.

Senator Maggie Hassan visited Williams & Hussey Machine Co. Inc., where she toured the facility, met with employees, and discussed the importance of career and technical education (CTE) programs to New Hampshire's businesses and workforce. Williams & Hussey Machine has been manufacturing molders and profile knives for more than 60 years for woodworking professionals.

"Ensuring that innovative businesses like Williams & Hussey Machine have the strong workforce they need to succeed is critical to our economy and our state," Senator Hassan said. "Strengthening career and technical education programs is critical to those efforts, helping students develop the skills they need to thrive in the 21st century economy while meeting the needs of our businesses. I will continue working across party lines to strengthen career and technical education programs in New Hampshire and across the country to help our people, businesses, and state thrive."

[Click here](#) to read the full press release from Senator Hassan's office

WMMA 2018 Regional Networking & Education Meeting



[Register Today!](#)

October 1-3, 2018
Loews Minneapolis Hotel
601 North 1st Avenue, Minneapolis, MN 55403

Building from a successful debut event in Charlotte, WMMA is pleased to announce that its 2nd Annual Regional Networking & Education Meeting will be held in Minneapolis, Minnesota! Minneapolis is another key location for industry-related companies. This is a great opportunity to bring together both members and prospective members for:

- Plant Tours
- Educational Sessions
- In-Person Committee Meetings
- Networking..Networking..Networking!

[Click here](#) to learn more about the Regional Networking & Education Meeting

Manufacturing Day 2018 Save the Date

Mark your calendars! This year's Manufacturing Day is **Friday, October 5, 2018**.

Let's continue to inspire the next generation of manufacturers and change public perceptions of manufacturing by making [this year's MFG DAY](#) the biggest and best yet.



LIGNA 2019 – U.S. Pavilion

LIGNA

LIGNA 2019 - U.S. PAVILION

MAY 27-31, 2019 • HANOVER, GERMANY

The world's leading trade fair for machinery, plant and tools for the woodworking and timber processing industry



Join WMMA next spring at one of the most recognized tradeshows in the wood industry. WMMA has successfully organized pavilions at LIGNA in past years to expand the American brand at this very international show, and to make it easier for our WMMA members to participate. WMMA takes much of the hassle out of the process and gives you a larger presence at the show than you would have on your own.

For a fee of \$3,500 you can have a shared booth at LIGNA!
The support and package includes:

- Booth construction
- Furnishings and signage for the booth
- Cleaning
- Entry into the show directory
- Translator
- Distribution of your marketing material
- General utilities
- Refreshments for you and your potential customers
- Travel information-flights, hotels, transportation, etc.
- Manufacturing and selling tips from other U.S. manufacturers already exporting
- A unique opportunity to explore the European, Asian, and other high growth markets with other experienced industry professionals from the WMMA
- WMMA staff as the show coordinator and person on the ground during the show



Interested in having a presence in the WMMA pavilion at LIGNA 2019?

Space is limited; reserve your spot today! Reservations must be received no later than **October 31, 2018**. Contact Diane Schafer at WMMA Headquarters with any questions (diane@wmma.org, 443-640-1052 x108).

Due to the popularity of this show the first members that sign up and make the full payment will have priority for participating and exhibit area selection. We will make adjustments where possible to accommodate additional members. All applicants will be accepted on a space available basis.



New this year!

Member companies participating in the WMMA pavilion for the first time are eligible for WAIVED exhibit fee (\$3,500 value). Contact Diane Schafer for more information.



Industry News

Virginia Tech Housing Report: May 2018

May's aggregate housing data mostly positive on a monthly and year-over-year basis. The exception was existing sales, which remain on a slight declining trend. New single-family starts, under construction, completions, and sales improved on a month-over-month basis and were fairly robust on a year-over-year basis. New single-family construction spending indicated a minimal positive change on a monthly basis. Regionally, data were mixed across all sectors. The July 11th Atlanta Fed GDPNow™ residential investment



Next Gen Executives Group

WMMA's Next Gen Executive Group serves as a peer network for future leaders within the wood machinery industry. The NGEN features opportunities for networking, education, and professional development. Through a series of webinars, in-person networking events and mentoring initiatives, NGEN members have the opportunity to grow their networks among peers and seasoned Association colleagues. If you

are interested in participating in the NGEF or nominating someone from a WMMA member company, please contact Samantha@wmma.org

Join a WMMA Committee Today!

Members drive the WMMA programs and services that have a positive impact on their businesses, the industry and U.S. manufacturing. Committee and Task Force structures, comprised of interested and active leaders, professionals and executives from member companies, help to channel the many ideas, areas, and topics that members use to address the challenges of the global marketplace. WMMA's dedicated volunteers are an integral part of the Association's continued success. If you are interested in joining a WMMA Committee, submit the [Committee Commitment form](#) to kristin@wmma.org.



Committees meeting during the 2017 Regional Meeting in Charlotte.

Call for Product Images for WMMA Website!

Want free advertising for your products on the WMMA website? Send in images to info@wmma.org. There must be no noticeable branding on any photos.

ANSI Update

Are you interested in contributing to the

spending model projects an aggregate 0.2% for Quarter Two 2018. New private permanent site expenditures were projected for a 0.6% increase; the improvement spending forecast was a 4.8% increase; and the manufactured/mobile housing projection was a -19.8% decline (all: quarterly log change and seasonally adjusted annual rate).

[Click here to read more](#)

WMMA Social Media Ambassadors

Do you tweet, twitter, or consider yourself a social media guru? If so, we want you to join the WMMA Social Media Ambassadors. There are no meetings, simply share, repost and spread the good word of the WMMA and the woodworking industry with your social media network. Simply follow WMMA on Facebook, Twitter, and LinkedIn as well as other social media platforms such as pinterest or youtube. Then help us spread the message by reposting, retweeting or sharing your own posts on the WMMA and the industry.

Simply email jscott@airhand.com to confirm your willingness to help.



Industry Calendar of Events

Note: For a complete listing of all meetings, including those held internationally, go to WMMA's website, www.wmma.org, and click on "Events."

Have an event to add to the Industry Calendar in *The Cutting Edge*? Send it to Samantha@wmma.org.

August 22-25, 2018

IWF 2018

Georgia World Congress Center
Atlanta, Georgia

Website: [Learn more](#)

development and maintenance of these valuable industry safety standards? The ASCO1 is currently looking for members in the following categories:

- * General Interest
- * Government
- * User

If you are interested in joining the ASCO1, contact WMMA Associate Director Samantha Devine at Samantha@wmma.org



October 1-3, 2018
[WMMA Regional Networking Meeting](#)
Loews Minneapolis Hotel
Minneapolis, MN

October 5, 2018
[Manufacturing Day](#)

April 2-5, 2019
[WIC 2019 - Save the Date!](#)
Omni Amelia Island Plantation
Amelia Island, Florida

May 27-31, 2019
[LIGNA - Save the Date!](#)
Hanover, Germany

WMMA Supplier Recruitment Initiative - We need your help!

WMMA member,

Throughout the year, the Membership Development Committee takes on various initiatives to recruit, maintain and develop WMMA's membership.

We are asking our membership to recruit new associate members, especially suppliers. Consider the various suppliers to your business: motors, drive systems, electronics, PLC/PC, metal products, paint, hardware, software, etc. Each of us has many relationships with companies that are perfect to be an associate member. By recruiting supplier members we not only strengthen our association but also provide our suppliers an opportunity to connect with many other companies.

I encourage you to share WMMA information with your suppliers and have them visit www.wmma.org for more information. Additionally, the on-line membership application can be found [here](#).

Thank you in advance for your help in this effort.

Thank you.

Membership Development Committee